

THIS SUMMER, UNLOCK THE PLEASURES OF CLUB BENSON & HEDGES.

For starters, use the enclosed coupons for discounts on your favorite cigarette. And don't forget to save your UPCs to take advantage of all the distinctive gift offers coming your way.

814

Time's running out. If you haven't ordered already, there's a refreshing selection to choose from in our Summer Entertaining Collection. But don't wait, orders must be in by July 31, 1996.



But there's more to come. Club members can look forward to our "Home Collection" catalog late this summer. Whether it's the Bulova® pendulum clock, Casio® hand-held TV or finished-wood game set, you'll find an exclusive selection of items chosen to help enhance your surroundings.



There's a world of pleasure coming your way this summer. After all, with Club Benson & Hedges, you deserve the finest quality cigarettes and more.



2061036600

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.



00640 02

© Philip Morris Inc. 1996

15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

USE THIS COUPON ON YOUR FAVORITE BENSON & HEDGES AND GET \$1.00 OFF ANY CARTON ONLY

Consumer: Limit - one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, Texas 78840.

© Philip Morris Inc. 1996

USE THIS COUPON ON YOUR FAVORITE BENSON & HEDGES AND GET \$1.00 OFF ANY CARTON ONLY

Consumer: Limit - one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, Texas 78840.

© Philip Morris Inc. 1996



05644



05645



GET A FRIEND TO JOIN THE CLUB

Just pass this survey on to a friend who smokes and is 21 years of age or older. Have them fill it out and mail it back to us. If they qualify, they could be in for some exclusive offers and real savings on their favorite cigarette. Now we're talking pleasure.

☐ Mr. ☐ Mrs. ☐ Ms. _____
Address _____ City _____ State _____ ZIP _____ Phone () _____

We assure you that no name will be sold, and we will not permit the use of a name by any company that is not affiliated with Philip Morris. By completing the attached survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Signature K (required) _____ Date of Birth (required) / / Month Day Year Today's Date / / Month Day Year

1. What is your regular brand of cigarettes - that is, the brand you smoke most often?

(brand) _____

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Lowest/1 mg Tar ☐ Medium
☐ Light/Mild ☐ Full Flavor
☐ Ultra/Extra Low Tar

5. What, if any, was your previous brand?

(brand) _____

6. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

- | | | |
|--|-------------------------------------|---|
| <input type="checkbox"/> Alpine | <input type="checkbox"/> GPC | <input type="checkbox"/> Salem |
| <input type="checkbox"/> Basic | <input type="checkbox"/> Kent | <input type="checkbox"/> Store Brand/ Generic |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> Kool | <input type="checkbox"/> True |
| <input type="checkbox"/> Best Buy | <input type="checkbox"/> Merit | <input type="checkbox"/> Vantage |
| <input type="checkbox"/> Cambridge | <input type="checkbox"/> Misty | <input type="checkbox"/> Virginia Slims |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Monarch | <input type="checkbox"/> Winston |
| <input type="checkbox"/> Capri | <input type="checkbox"/> Montclair | <input type="checkbox"/> None |
| <input type="checkbox"/> Carlton | <input type="checkbox"/> Newport | <input type="checkbox"/> Other (list below) |
| <input type="checkbox"/> Doral | <input type="checkbox"/> Now | |
| | <input type="checkbox"/> Parliament | |

7. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: one carton equals 10 packs.)

Brand Name # of Packs

8. Which of the following best describes you? (Check one.)
☐ White ☐ African-American ☐ Asian
☐ Hispanic ☐ American Indian ☐ Other

© Philip Morris Inc. 1996

GET A FRIEND TO JOIN THE CLUB

Just pass this survey on to a friend who smokes and is 21 years of age or older. Have them fill it out and mail it back to us. If they qualify, they could be in for some exclusive offers and real savings on their favorite cigarette. Now we're talking pleasure.

☐ Mr. ☐ Mrs. ☐ Ms. _____
Address _____ City _____ State _____ ZIP _____ Phone () _____

We assure you that no name will be sold, and we will not permit the use of a name by any company that is not affiliated with Philip Morris. By completing the attached survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Signature K (required) _____ Date of Birth (required) / / Month Day Year Today's Date / / Month Day Year

1. What is your regular brand of cigarettes - that is, the brand you smoke most often?

(brand) _____

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Lowest/1 mg Tar ☐ Medium
☐ Light/Mild ☐ Full Flavor
☐ Ultra/Extra Low Tar

5. What, if any, was your previous brand?

(brand) _____

6. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

- | | | |
|--|-------------------------------------|---|
| <input type="checkbox"/> Alpine | <input type="checkbox"/> GPC | <input type="checkbox"/> Salem |
| <input type="checkbox"/> Basic | <input type="checkbox"/> Kent | <input type="checkbox"/> Store Brand/ Generic |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> Kool | <input type="checkbox"/> True |
| <input type="checkbox"/> Best Buy | <input type="checkbox"/> Merit | <input type="checkbox"/> Vantage |
| <input type="checkbox"/> Cambridge | <input type="checkbox"/> Misty | <input type="checkbox"/> Virginia Slims |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Monarch | <input type="checkbox"/> Winston |
| <input type="checkbox"/> Capri | <input type="checkbox"/> Montclair | <input type="checkbox"/> None |
| <input type="checkbox"/> Carlton | <input type="checkbox"/> Newport | <input type="checkbox"/> Other (list below) |
| <input type="checkbox"/> Doral | <input type="checkbox"/> Now | |
| | <input type="checkbox"/> Parliament | |

7. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: one carton equals 10 packs.)

Brand Name # of Packs

8. Which of the following best describes you? (Check one.)
☐ White ☐ African-American ☐ Asian
☐ Hispanic ☐ American Indian ☐ Other

© Philip Morris Inc. 1996

2061036600